

Online Marketing in Indian Politics: Role of Social Media

Kareena Bhatia Kakkar
Assistant Professor, GD Goenka University,
Sohna (Haryana), India

Vivek Singh
Student, GD Goenka University,
Sohna (Haryana) India

Abstract— Indian Politics has always been a field of importance for every individual, organization and nation. There is a lot of contribution of the young politicians and voters in politics. The research was conducted to find out how social media has influenced the young voters towards politics and whether it has an impact on them or not. The research was conducted by adopting primary and secondary method for collecting data and the result was favorable that social media has a powerful impact on the young voters. The research was conducted in Delhi/NCR i.e. Delhi, Gurgaon and Faridabad. Our study is to explain social media as a powerful tool of influence on people towards politics. Also, the research was conducted to study the online marketing strategies through social media of various Indian Political Parties. There is an increase of the presence of various Indian Political Parties on social media i.e. social networking sites and they are using social media as a platform to market and promote their party and politics among the large volume of users of these sites.

Keywords- *Indian Politics; Social Media Marketing; Government; Online Marketing.*

I. INTRODUCTION

India has a history of more than 5000 years with diversity rather than unity in every aspect of human life, strived a lot and attained a proper place among the community of nations. Indian polity started from Manu passed through hundreds of benevolent monarch's and rulers reached the position what we see today. The Arthashastra of Kautilya was the most important political treatise which India has so far produced. It deals comprehensively every aspect of Indian polity as we do not possess any other period before Akbar the Great. The growth of Constitutionalism in India particularly after the Act of 1858 was largely the story of political dissatisfaction and agitation altering with Council reforms. The reforms conceded were always found inadequate and dissatisfaction evoked demands for further reforms. It is true of all subsequent Acts passed by the British Parliament relating to India and in each case in its broad outline, practically the same.

Online Marketing is any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but

also other kinds of online activities like email and social networking. every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too. Online marketing consists of B2B, B2C, C2C and P2P forms of online marketing.

Social Media has become very popular, not only among the youngsters, but also among the adults. Social Networking sites such as Facebook, LinkedIn, Orkut, Myspace, Friendster, etc. are very popular. There are many advantages of such social networking sites or social media. Social networking allows people to keep up with current friends and make new ones. When used in the right way, social media can increase self-esteem and help someone feel less isolated. Creating your own "home page" allows people to express themselves and discuss their interests. They can join groups and support fan pages, and find out about other people's interests.

The role of social media in Indian Politics has risen tremendously in the recent years. The youth of the nation has always been of prime factor for future growth and its contribution in the politics is often talked about. Politicians are using social media to influence this digital community indirectly influencing the mass. Political parties are integrating YouTube, Facebook, Twitter, Google Hangouts and various microsites to reach out to these influencers. Online influencers then take the conversation offline among family, friends and professional circles, thereby playing an important role in influencing the masses. Lately, Congress, BJP and Aam Aadmi Party are using Google Hangout to address various questions about party movements. Social Media is creeping into mainstream media's political discussions.

II. OBJECTIVES

To study the online marketing strategies through social media of various Indian Political Parties and the impact of online marketing through social media on young voters – Delhi/NCR.

III. RESEARCH METHODOLOGY

Primary data was collected through questionnaires for obtaining data. People or young voters between 18 to 30 years were asked to fill the questionnaires and thus, the data was collected from across Delhi/NCR. Many research papers and websites were taken as a medium of reference for obtaining secondary data.

IV. INDIAN POLITICS

India's Constitution was adopted by a Constituent Assembly in 1949 and came into force on 26 January 1950. The state is conceived as a sovereign socialist democratic republic whose duty it is to secure justice, liberty, equality and fraternity for its citizens. The Constitution provides for a parliamentary system of government within a federal structure. 'Untouchability' is banned by the Constitution, which permits positive discrimination in favour of 'Untouchables' (Dalits). The Constitution has been amended over 90 times. This has included extending the list of official languages, which now stands at 22. Hindi is the official language under the Constitution, although it also provides for English as an associate language for many official purposes.¹⁹ The Constitution allows for the creation of new states. This power has periodically been deployed since independence, most recently with the creation of the states of Chhattisgarh and Jharkhand. The Head of State is the President, elected by an electoral college drawn from both Houses of the national Parliament and the legislatures of the states for a term of five years. She formally enjoys a range of executive powers, to be exercised on the advice of the Council of Ministers with the Prime Minister at its head, which is in turn responsible to Parliament. In practice, real power is wielded by the Prime Minister and the Council of Ministers.

India has a federal system of government with a division of powers between the central and state governments. Competencies are divided between the Union (central) Government and the states by means of lists of subjects set out in the Constitution. The Union List, which has close to 100 entries, includes areas like external affairs, defence, nuclear power and communications. The State List, which has 65 entries, includes local government, police, education and health. There is a third list, the Concurrent List, which has over 40 entries, under which responsibilities are shared. This list includes criminal law, and family and labour law. Anything not specified in the State List or Concurrent List is deemed to be included in the Union List. Both the Union Government and the states have powers to tax and otherwise raise funds; a significant proportion of the funds available to the states are provided by the Union Government. The Union Government is headed by the Prime Minister. S/he heads the Council of Ministers, which is composed of Cabinet Ministers (currently 33) and other Ministers of State (currently 45). There are six Union territories within India which are ruled directly by the Union Government (Andaman and Nicobar Islands; Chandigarh; Dadra and Nagar Haveli; Daman and Diu; Lakshadweep; and Pondicherry).

The idea of Constituent Assembly is the American contribution to the science of Government. The Philadelphia Convention of the United States was the first constitutional convention which was the direct inspiration of the French Nation and Philosophers like John Locke, Montesque and Rousseau. The concept of Constituent Assembly rests on the doctrine of Sovereignty of the People through the expressions like "We the People of India". According to the proposals of the Cabinet Mission Plan, the elections to the Constituent Assembly were held in July 1946. Out of the 296 seats for British India, the Congress secured 209 seats and the Muslim League secured 73 seats. 93 seats were allotted to the Indian states were not filled. The Constituent Assembly was a galaxy of top ranking leaders of the Indian National Congress and the

Muslim League and secured 73 seats. 93 seats were allotted to the Indian states were not filled. The Constituent Assembly was a galaxy of top ranking leaders of the Indian National Congress and the Muslim League and statesmen from various fields like Administration, Law, Education, Journalism, Literature etc.

The first session of the Constituent Assembly was held from 9th December 1946 to 25th January 1947. Dr. Rajendra Prasad was elected as the permanent chairman of the Constituent Assembly. The objective resolution was passed on 22nd January 1947, which the Muslim League refused to join. This resolution declared the fundamental objectives which were to guide the Constituent Assembly in its deliberations. It gave expressions to the ideas and the aspirations of the people of India. However it was to be observed that "the constituent Assembly was not a sovereign body and it was to work within the framework of the Cabinet Mission Plan". The second session of the Constituent Assembly set up 8 committees namely Rules Committee, Steering Committee, Advisory Committee, Drafting Committee, Union Subject Committee, Union Constitution Committee, Provincial Constitution Committee and States committee. Unanimous approval was given to a resolution moved by Nehru recommending a redistribution of the provinces so as to make them homogeneous units based on linguistic, cultural, administrative and economic consideration as soon as possible after the new constitution had been enforced. The third session of the Constituent Assembly lasted from 22nd April 1947 to 2nd May 1947. During this session the report of the Union Constitution Committee and the Advisory Committee on Fundamental Rights and minorities were submitted. The Constituent Assembly started debates on the Fundamental Rights. The fourth session of the Constituent Assembly was held from 14th July 1947 to 31st July 1947. The report of the Committee on Union Constitution, Provincial Constitution, the Subcommittee on minorities and Fundamental rights and the addition of the Scheduled Caste were presented. This session also adopted the National Flag on 22nd July 1947. The fifth session of the Constituent Assembly was held from 14th August 1947. According to the provision of the Indian Independence Act of 1947, the Constituent Assembly became a sovereign body. It was not to work within the framework of the Cabinet Mission Plan. It was to enact ordinary laws for the land and it was to make the new Constitution. During the session all the previous reports of the Union Committees were discussed in the light of the Indian Independence Act. There was no limitation of the work of the Constituent Assembly. On 29th August 1947, a Drafting Committee of the seven members was set up with Dr B. R. Ambedkar as chairman. On 21st February 1948, the Drafting Committee submitted its report. The Draft Constitution was presented to the Constituent Assembly on November 4 1948 which thereafter started debates. The consideration of the Draft Constitution took 114 days. About 7635 amendments were proposed and 2973 amendments were actually discussed by the Constituent Assembly. This alone will show the manner in which the Constituent Assembly conducted its business. To anyone who goes through the proceedings of the Assembly, it will be clear that it was a great democratic exercise of which Indians can be proud. The Draft Constitution had 315 articles and 13 sections and after final discussions it contained 395 articles and 8 schedules. The constitution was adopted by the Constituent

Assembly on 26th November 1949 and it was inaugurated on 26th January 1950 [1].

V. SOCIAL MEDIA

Social Media has become very popular, not only among the youngsters, but also among the adults. Social Networking sites such as Facebook, LinkedIn, Orkut, Myspace, Friendster, etc. are very popular. There are many advantages of such social networking sites or social media. Social networking allows people to keep up with current friends and make new ones. When used in the right way, social media can increase self-esteem and help someone feel less isolated. Creating your own “home page” allows people to express themselves and discuss their interests. They can join groups and support fan pages, and find out about other people’s interests. Social networking can open up a new world of communication, integration, and community participation. Young adults can use these sites as a platform to share their opinion and discuss on any issue or matter. Young adults can express themselves, including their thoughts and feelings, more easily and without fear of the rejection or stigma they may experience in real life. Research also suggests that these young adults may be more willing to ask for help online than in face-to-face situations. Furthermore, young adults who experience difficulty with social skills can socialize anonymously, and can experiment with different personas and practice initiating and maintaining online friendships. They can also respond to others by taking advantage of having time to review and edit communications before sending it on. Ultimately, this skill may carry over into “real life” and give a sense of new courage to make and maintain friendships in everyday life. Social Media are new information network and new information technology using a form of communication utilising interactive and user-produced content, and interpersonal relationships are created and maintained. Typical social media network services could be content sharing, web communities, and internet forums.

In 2004, Harvard student Mark Zuckerberg created Facebook as a way to connect with fellow students. Initially adopted by high school and college students, the social network, according to its 2012 initial public offering filing, has grown to 845 million active users worldwide, with approximately 161 million active monthly users in the US, making it the premiere social media service in the world. If Facebook were a country it would be the third largest behind China and India. Launched in July 2006, Twitter is an online social networking and microblogging service that has grown to over 300 million users as of 2011, according to account trackertwo charts. It allows users to exchange photos, videos, and messages of 140 characters or less. Founded in 2005 by Steve Chen and Chad Hurley, YouTube provides a forum for the distribution of video content – everything from cute kittens sleeping to first-run television programs to eyewitness videos of political protests. The two created the site based on their own frustration when trying to share video files.

Part of the attraction of these “big three” social media services and independent blogging is that the average person, with little or no advanced computer skills, can have good success using them; content can be created and accessed with as little as a smartphone; and it can be easily intertwined. Links to videos posted on YouTube can be embedded in blogs, Facebook, and Twitter. A Twitter post can appear on a Facebook page. In other words, large numbers of people can

be easily and inexpensively contacted via a variety of services. Social media also lowers traditional socio-economic barriers to commanding the spotlight. You don’t have to “be somebody” to “be somebody” on social media. Whether it is a suburban high school girl singing her ode to Friday night, a pair of octogenarians figuring out their laptop’s camera, or dogs that sing, social media has vaulted them into our consciousness. Politicians, regimes, and activists look to purposefully tap into the potential of social media. “The Internet, YouTube, Twitter, and Facebook have re-constituted, especially among young people, how social relationships are constructed and how communication is produced, mediated, and received. They have also ushered in a new regime of visual imagery in which screen culture creates spectacular events just as much as they record them. Under such circumstances, state power becomes more porous and there is less control. Text messaging, Facebook, Twitter, YouTube and the Internet have given rise to a reservoir of political energy that posits a new relationship between the new media technologies, politics, and public life” (Giroux). These digital technologies influence the formation and activities of civil society groups: mobs, movements, and civil society organizations. While mass popular protests are by no means a new phenomenon, digital tools are facilitating their formation.

Social media is playing an important new role in Indian democracy. A social media campaign by the Electoral Commission drew record levels of voter registration and turnout in elections held in four Indian states, including the capital, New Delhi, in November and December. Of 790 million eligible Indian voters, about 160 million are first-time voters between the ages of 18 and 24 years old. Political parties are also embracing social media to reach voters, including cell phone messaging. Social media are credited with helping the new Common Man party and its candidate, Arvind Kejriwal, win a surprise victory in Delhi against the Congress and Bharatiya Janata parties. But social media can also be subject to significant abuse. Some politicians have been accused of boosting their apparent popularity on social media with legions of followers who don’t exist and of using social media to smear their opponents. Worse, social media have been used to fan violence against religious and ethnic groups; the dissemination of a fraudulent video may have helped spark deadly clashes between Hindus and Muslims in the city of Muzaffarnagar in September. Meanwhile, the Indian government has used the 2008 Information Technology (Amendment) Act to increase monitoring and censorship of social media. In 2012, two women were arrested after posting a comment on Facebook that angered politicians in Mumbai. Journalists have had their Twitter accounts disabled, and cartoonists whose works poke fun at officials have had their social media accounts closed.

Last year, the government rolled out a Central Monitoring System with vast powers to monitor citizens’ communications. Human Rights Watch called the new system “chilling” in its scope. According to Freedom House, India had the steepest decline in Internet freedom of any country in the year ending in April 2013. The Electoral Commission of India has asked social media providers to monitor their sites for fraud in the run-up to the general elections in April this year. That would be helpful. But Indian voters must also demand that their government bring transparency and accountability to electronic surveillance. With the

changing politics of India, ways of reaching out to a younger and aspiration population too are changing. Political parties used to the old ways of campaigning are increasingly embracing social media to woo the people. It is a long leap from the times when politicians relied mainly on poster, cardboard cut-outs, fliers, graffiti and the tough house-to-house canvassing to win over voters. All of these are still in vogue. But increasingly, in urban India, political parties are becoming tech savvy, realizing this is the only way to reach out to the articulate young. Among the major parties, the Bharatiya Janata Party (BJP) has the biggest presence in social media. The BJP started using the social medium even before the 2009 general election - which it lost. But in recent years, it has dug deeper.

"We were the first party to launch a web site in 1998," Arvind Gupta, national convener of the BJP's IT, told IANS. "Technology has been in BJP's DNA. We have always used technology very effectively, whether to give information to supporters or to make information available faster. Gupta, a doctorate in data analytics, has a team of 20 people working in the party's digital operation centre. "Everyone understands the importance of this medium and we are using it very effectively. And that is the key. The young and the educated India are all online. The aspirational India is online. They all want to understand what is going on. It helps us to directly keep in touch with the voters. It is a two-way tool," Gupta said. Gupta outlined what needed to be done ahead of the Lok Sabha battle due by May. "A lot of listening from the crowd is required. Feedback mechanisms are required between now and the elections. Second, we need to use the net more for micro messaging and targeted messaging. Finally, we need to do a lot of resource mobilisation."

The Congress, India's grand old party, realised the importance of the social medium much later, a party member associated with online activities said on the condition of anonymity because he was not authorised to speak to the media. "We gave a lot of importance to the traditional media. But it can be manipulated. Now we have realised that social media is a much more direct connect with the common people," he told IANS. The member said the Congress was now aggressive on the social media and was vigorously promoting the achievements of the UPA government. "We will do much more online campaigning now on," he said. The Congress has so far conducted 40 workshops in the states on social media. Several telephone calls made by IANS to Congress social media cell head Deepender Singh Hooda remained unanswered. In the BJP, several senior leaders - Sushma Swaraj, Rajnath Singh, Arun Jaitley, Narendra Modi and some chief ministers - are on Twitter. Modi, the BJP's prime ministerial candidate for the general elections, has his own team for his social media management. "Before the general elections the focus will be to engage more with the voters," B.G. Mahesh, founder and managing director of Oneindia.in, who is mentoring Modi's social media management team, told IANS. He said Modi has been using Twitter for more than three years now with the sole intention of communicating with the citizens. He has 3,078,832 followers on the site. In comparison, Congress leaders' presence on Twitter is seldom felt except for Shashi Tharoor who has been a kind of pioneer among Indian politicians in this media and even got into trouble over it when others had not realised its power and reach. Other Congress leaders

regular on Twitter are Hooda, Manish Tewari, Ajay Maken, Digvijaya Singh and Kapil Sibal.

Another party which has a strong presence in the social media is the Aam Aadmi Party (AAP), whose Arvind Kejriwal became Delhi's chief minister Saturday. Kejriwal has over 900,000 followers on Twitter. The AAP, founded only a year ago, also has an interactive web site with a provision for online donations. AAP spokesperson Aswathi Muralidharan told IANS: "Social media is one of the most important tools in our election campaign." Dilip Pandey, a strategist in the AAP's social media cell, told IANS that the company's overall philosophy to pitch before the general elections would remain same as it was before the Delhi Assembly elections. "We will do positive and constructive pitching through social media like we have done before the Delhi Assembly elections. We do not do political mudslinging. Pandey, who left his multinational company's IT job in Hong Kong and became a full-time political activist with the AAP, said all the party's social media activities are conducted by volunteers. "We do everything through crowd sourcing. We do not pay anything to anybody. You cannot pump in patriotism into someone by paying." He said the party tries to read the common people's mind through the social media and act accordingly. "We analyse what they say and try to speak what they want. Though most of the limelight is hogged by the BJP and the AAP in the social media space, among the regional parties, the Trinamool Congress is very active on Facebook. It even has separate pages for the party's supporters and fans. The supporters' page regularly updates the party's events and photos. Others like the AIADMK, Assam's All India United Democratic Front and the Biju Janata Dal also have Facebook pages with various activities.

The usage of social media in politics in India is continually growing, with an increasing number of politicians in the country taking advantage of the medium to communicate instantly with thousands of people. Facebook, YouTube and Twitter are three basic social media platforms that most politicians use to amplify their presence and clout. Every politician now wants to reach out to individuals directly through Twitter or Facebook. Even political parties have accounts, which they use to post information on political campaigns, press releases and other news updates. Here are some Indian politicians who use social media:

A. Narendra Modi

Narendra Modi has been active online for a long time, even before social media grew in popularity. He has a website and a YouTube channel, and with the advent of social media, has also started actively using Facebook and Twitter. He is the first politician in India to use Google plus.

B. Shashi Tharoor

One political figure in India, often referred to as the Twitter Minister, who through his early adoption of social media made it mainstream is Shashi Tharoor. Shashi Tharoor does not have an official Facebook Page. He has more than 15 lakh followers, which makes him the most Influential person on twitter in India. His tweets are updates on current events and government decisions, opinions on different topics and incidents, and interviews. He is a frequent Twitter, with around 4 to 5 tweets a day. He does not have an official YouTube Channel. As is apparent, Shashi Tharoor has a large number of followers. However, as many

people have a Facebook account but may not use twitter, starting an official fan page on Facebook would allow him to connect with a different type of audience and increase the number of fans. An official YouTube Channel with videos promoting his interests and activities would be the icing on the cake.

C. Sushma Swaraj

Sushma Swaraj is one of the few female politicians in India who have established an online presence on social networking sites such as Twitter. Though Sushma Swaraj does not have an official Facebook Page, she has more than 53,000 fans on her Facebook Community Page. Again Sushma Swaraj is among the few female politicians on Twitter. She has more than 3 lakh followers but does not follow anyone, not even her peers. While she does interact with her followers, she posts less frequently than others, around 2-3 tweets every 2-3 days. She tweets about topics related to her professional life. Swaraj does not have her own YouTube Channel, but has a separate playlist of her selected speeches. There are 33 videos in the playlist, with a collective duration of 16+ hours. One can surmise from the high level of followers on Twitter and the large number of fans on her unofficial Facebook page, that creating an official page on Facebook would increase her fan following.

D. Omar Abdullah

Omar Abdullah, the Chief Minister of Jammu and Kashmir is also a politician who uses Twitter as his primary social platform to connect to his online audience. He does not have an official Facebook page. Abdullah's twitter account has more than 1 lakh followers. Though the frequency of tweets is moderate, there is a high level of interaction. His tweets are both professional and personal, and create a rapport with his audience. He does not have an official YouTube channel, instead there's an auto-generated channel by YouTube listing 30 videos of his. He is also starting an official Facebook will let him connect better with people. Creating an official YouTube channel can also have a significant impact on public perception.

E. Milind Deora

Milind Deora, Minister of State, Communications & IT, primarily uses Twitter to connect with followers. He joined Facebook in 2010, but has never posted an update or interacted with fans since then. The page has 1099 fans. Deora has more than 35,000 followers. He tweets frequently and interacts regularly with followers. He tweets about his profession and on current topics. He does not have an official YouTube Channel. Even though Milind Deora is the Minister for IT, he is not as active and effective online as his peers. Simply joining a social media network is not enough. It is imperative to build a relationship with the audience. For instance, a better connection with fans on Facebook can be developed by posting regular updates and replying to comments by users. Furthermore, an official YouTube channel with videos of speeches, announcements, rallies, etc will help amplify and sustain your online presence.

F. Indian Politics and Social Media

The role of social media in Indian Politics has risen tremendously in the recent years. The youth of the nation has always been of prime factor for future growth and its contribution in the politics is often talked about. In my

research I had used Primary as well as Secondary methods both qualitative and quantitative in nature. I had conducted interviews, surveys and referred to various research papers related to the topic. In response, found that there is a tremendous growth of the use of social media in the politics which has also attracted a lot of young voters towards the interest of politics. IBN Live presented a news on March 28 2014 which is as follows: "We have all been a witness to Obama's winning strategies in 2012 using social media. Following his footsteps, Indian politicians seem to have dived head strong into social media conversations. Their constant activities are aimed towards spreading awareness and having a direct connection with users. On a daily basis, various competing hash-tags like #NaMoInUdhampur, #KejriwalInVaranasi are making a debut and becoming the topic of core conversation for the day. They are constantly a part of the trending topics section on Twitter. Regular Twitter users tend to get pulled into such conversations. The online community is an influential community. They have a command over their respective following and hold the potential to influence party preferences. It is the online community that is looked up to when offline political discussions happen. They are known to be wired in and hence more aware, that leads to the masses being influenced. In fact social media even influences conventional media.

News stories are often created out of the tweets of politician and most often they are the spicier ones. Politicians are using social media to influence this digital community indirectly influencing the mass. Political parties are integrating YouTube, Facebook, Twitter, Google Hangouts and various microsites to reach out to these influencers. Online influencers then take the conversation offline among family, friends and professional circles, thereby playing an important role in influencing the masses. Lately, Congress, BJP and Aam Aadmi Party are using Google Hangout to address various questions about party movements. Google hangouts are encouraging real time feedback from the public. Such hangouts are great for effective reach and reinstate the fact that politicians are available for the masses through advanced tech support. In limited time period this allows to political parties to reach voters all across the country without having to actually travel to those places. Digital audience is not the audience that will go on the field to attend a public rally of a politician, but will be most comfortable sitting in from of their systems and interacting directly with their leaders.

Social media has crept in so deep into the political framework that the election commission is bound to demand transparency in the advertising budgets of these parties on various websites. Recently it was made mandatory for parties to submit their advertising spends to the election commission to maintain a record and avoid malpractices. Various guidelines have been rolled out with regards to advertisements by political parties. Another positive facet of the election activity lies in inspiring and motivating the youth to vote in the coming elections. The peer recommendations play a vital role in influencing youngsters and this has ensured that a massive number of first time voters will participate in the 2014 elections. More than 800 million voters will be below the age of 25 according to a survey by the time the elections arrive.

Where do these youngsters spend their most time on, you ask?

Operation Black Dot was launched to get young and new voters on board through various social media activities. Social Media is a public platform and since there are no regulatory guidelines or credible cross checking tactics, political parties are leaving no stone unturned while boosting the image of their own party. This is creating a somewhat larger than life image of the leaders. The evident number of likes, followers, connects on their social properties, shows who is more popular. Everybody wants to get a piece of the most talked about politician, Arvind Kejirwal, Gul Panag, Shashi Tharoor are so popularly known now majorly because of social media. Social Media is creeping into mainstream media's political discussions. News Channels or Print media have started including, rather creating some key hash-tags which create a hurricane of tweets on Twitter, during the debate hour and go on for a few days. Social media has totally seeped into mainstream media and is given the status of a secondary public platform, reversing the concept of second screen, to promote discussions on such public platforms. Videos, images, important actions/activities are discussed and promoted on these social sites through dedicated pages and accounts of the parties. Whether or not, social media will be a game changer in the 2014 Elections is yet to be revealed. In the meantime, tracking such social mentions on a weekly basis will give us a better idea of the electorate."

Suomen Toivo mentioned a case in his research paper on the topic "Social Media – The New Power of Political Influence" which is as follows: Case: Yes We Did – Obama's 2008 campaign and the social media Barack Obama's 2008 US presidential campaign has often been described as the first electoral campaign in which the use of social media had a decisive impact. The core of the web-based campaign was a well-designed, versatile and dynamic website, "my.barackobama.com." He further added that, "The power of social media to affect society is based exclusively on its social aspects: this means interaction and participation. In several different studies of citizen voting habits - ever since the classic Lazarsfeld investigation in the 1940s - results have shown that voting decisions are not usually based on one-step communication. More noteworthy is two-step communication, which means conversation with opinion leaders, colleagues, friends and acquaintances who can either consolidate or weaken the voter's opinion. Many governments have tried to block or hinder diverse and open communications, and social media have disrupted these restrictive practices. A good example is the Egyptian Revolution, part of the "Arab Spring" of 2011. In Tahrir Square in Cairo, hundreds of people sent continuous information and updates as text, pictures, and video all over the world through the Internet. Expert in communications networks and information sharing, Harvard professor Yochai Benkler says that the average individual has risen to the centre of digital content production, sharing his own knowledge, wisdom and personal experiences with his peers. Traditional media still has an important role. Although some commentators, such as Anglo-American writer Andrew Keen, suggest that different communities in social media are destroying our western culture and drowning us in subjective, somewhat entertaining and badly-written and sourced trash, in reality the situation is more complicated. Traditional media, with their television broadcasts, newspapers and magazines, are in active interaction with social media: traditional media

follows the lead of social media, but aspects of the latter can also be found in the former. It is premature to claim that traditional media would stand aside and be replaced only by social media services. However, American essayist Malcolm Gladwell helpfully reminds us about the limited role of social media. Real change in society requires active participation by people, often by taking risks and making sacrifices."

A Research Paper presented on national seminar on "Social Media Boon or Bane?" organised on March 7-8, 2014 by Department of Mass Communication and Journalism, Shri DharmasthalaManjunatheshwara College, Ujire, D.K. District, Karnataka, states that, "The Internet is a sphere that can involve virtually all levels of the political communications world simultaneously. At the same time, it can embrace the political parties who are promoting their image and political messages via social networking sites. The social media has caused major changes in the political communication. They have become a useful resource often used by the politicians in order to strengthen their visibility. All the new media resources viz., the websites, blogs, Facebook, Twitter, Google Plus, etc., of the politicians or the political parties allow the affirmation of a discursive identity of politicians, contributing to the customizing of the political discourse. In the past few years, social networking sites have made a rapid growth of user counts. For example, more than 1.2 billion active users as on September 2013 globally on Facebook and Twitter counts more than 200 million users while Google Plus has reached more than 540 million users. (Wikipedia). Social media has emerged as an essential tool of communication and has created new ways of political mobilizing and encourage social media users in political activities ranging from joining their political groups by tweeting short messages on Twitter, status update in Facebook, expressing supports through blogs and uploading videos on YouTube. Political communication has become a major focus in the growing field of social media studies. Researchers across the globe analyze political online communication. This analysis aim is to identify how the political parties managed to mobilize social media users by means of the communicating through social networks sites, blogs and videos on YouTube."

VI. DATA ANALYSIS

TABLE I. THE CITIES WHERE THE INTERVIEW IS CONDUCTED, TOTAL NUMBER OF OBSERVATIONS AND NUMBER OF FAVOURABLE RESPONSES

City	No. Of Observation	Favourable
Delhi	50	42
Gurgaon	50	40
Faridabad	50	37
Total	150	119

Chart 1: Young Voters favouring Social Media

Young Voters Favouring Social Media

■ No. Of Observation ■ Favourable

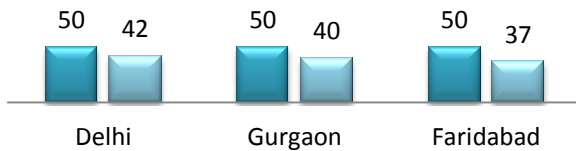


Figure 1. Chart 1: Young Voters favouring Social Media

Chart 1 shows the number of young voters favouring social media as a tool of marketing Indian Politics and also a tool of influence towards politics.

Research was conducted in Delhi/NCR i.e. Delhi, Gurgaon and Faridabad on the use of social media as a tool of influencing the youth and young voters (18-30years) and also its impact on them towards politics. The following is the result of it:

A. Chart2: Time spent by the youth on Internet

Time Spent on the Internet

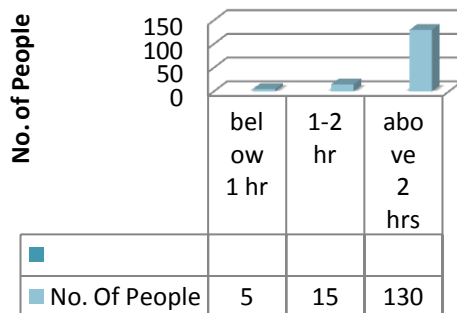


Figure 2. Time spent by the youth on Internet

Findings from Chart 2: Mostly, the youth spend its time on the internet more than 2 hours.

B. Chart 3: Social Networking site mostly used by the youth

Social Networking Site mostly used



Figure 3. Social Networking site mostly used by the youth

Findings from Chart3: Facebook, Twitter and Youtube are mostly used. But Facebook is more popular among the youth/young voters than twitter and youtube.

C. Chart 4: Social Media an important tool for marketing of various parties

Social Media an Important Tool

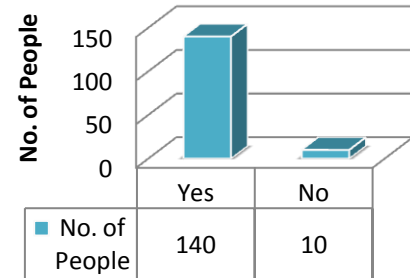


Figure 4. Social Media an important tool for marketing of various parties

Findings from Chart 4: Social media is an important tool for marketing of various parties according to the youth.

D. Discussion of Political Scenario Using Social Media

Discussion of Political Scenario on Social Media

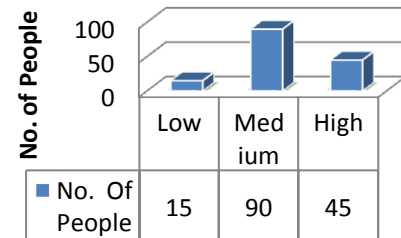


Figure 5. Discussion of Political Scenario Using Social Media

Findings from Chart5: Political scenario is averagely discussed on social media.

E. Social Media a Powerful Tool For Political Discussions

Social media a powerful tool for political discussions

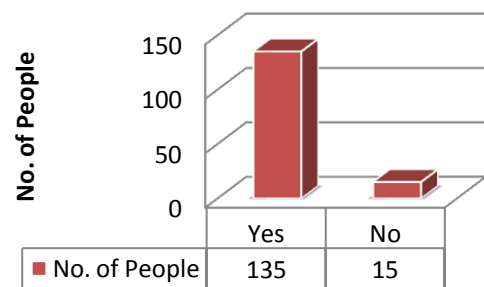


Figure 6. Social Media a Powerful Tool For Political Discussions

Findings from Chart6: Social media is a powerful tool for political discussions according to the youth.

F. Impact of Various Political Parties Using Social Media on the Youth

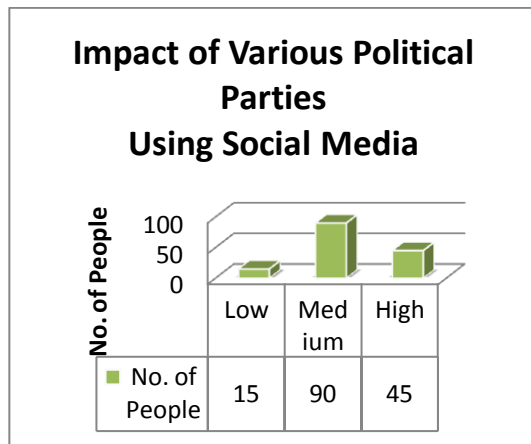


Figure 7. Impact of Various Political Parties Using Social Media on the Youth

Findings from Chart 7: There is an average/healthy impact of various political parties using social media on the youth.

VII. CONCLUSION

Indian Politics is always of a prime importance to the people and now this importance is also making its place in the minds of the youth moreover using social media. Indian polity started from Manu passed through hundreds of benevolent monarch's and rulers reached the position what we see today. Social Media has become very popular, not only among the youngsters, but also among the adults. Social Networking sites such as Facebook., LinkedIn, Orkut, Myspace, Friendster, etc. are very popular. The amalgamation of Indian Politics and Social media has proven to be beneficial for the youth as well as the political parties. The youth spends above 2 hrs on the internet and has an account on all the major social media sites such as Facebook, Twitter and Youtube. Political discussions take place on these sites and it is said that slowly the social media will creep into the mainstream media's political discussions. Social Media has acted as a powerful tool for marketing of various political parties and has a powerful impact too on the youth or young voters towards the interest of politics. Social Media is a public platform and since there are no regulatory guidelines or credible cross checking tactics, political parties are leaving no stone unturned while boosting the image of their own party. This is creating a somewhat larger than life image of the leaders. The evident number of likes, followers, connects on their social properties, shows who is more popular. Leaders such as Sushma Swaraj, Arvind Kejriwal, Narendra Modi, Sashi Tharoor, etc. have accounts on these social networking sites and have a huge fan following on the sites who are abreast and updated with their statements and political discussions. Social media has totally seeped into mainstream media and is given the status of a secondary public platform, reversing the concept of second screen, to promote discussions on such public platforms. Videos, images, important actions/activities are discussed and promoted on these social sites through dedicated pages and accounts of the parties. Social media is an important tool for the various political parties to target the youth and also the

adults for political embracement and its influence on them is rising.

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